

Billing Address:

Strategic Media Placement Attention: Accounts Payable 125 West 55th Street New York, NY 10019 USA

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Advertiser	POL/Dana Young for Senate/FRSCC
Product	BROADCAST
Estimate Number	4730

Invoice #	932555-2
Invoice Date	10/09/16
Invoice Month	October 2016
Invoice Period	09/26/16 - 10/05/16

Property	WFLA
Account Executive	Katz Washington
Sales Office	Katz/Washington
Sales Region	National

Order #	932555
Alt Order #	25286448
Deal #	
Order Flight	09/14/16 - 10/05/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	1177
Product 1/2	1769

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
59	WFLA	Local News @ 6a	558-7a				•		<u>.</u>	•	
				09/26/16	to 10/02/16	1x	W				
	WFLA			W	09/28/16	:30	6:43 AM	DY301TVFLH	\$300.00		1
60	WFLA	Local News @ 6a	558-7a								
					to 10/02/16	1x	F				
	WFLA			F	09/30/16	:30	6:27 AM	DY301TVFLH	\$300.00		1
61	WFLA	Today Show	657-9a								
					to 10/02/16	1x	M				
	WFLA			M	09/26/16	:30	8:50 AM	DY301TVFLH	\$475.00		1
62	WFLA	Today Show	657-9a								
					to 10/02/16	1x	-T				
	WFLA			Tu	09/27/16	:30	8:52 AM	DY301TVFLH	\$475.00		1
63	WFLA	Today Show	657-9a								
					to 10/02/16	1x	W				
	WFLA			W	09/28/16	:30	7:21 AM	DY301TVFLH	\$475.00		1
64	WFLA	Today Show	657-9a								
					to 10/02/16	1x	T				
	WFLA			Th	09/29/16	:30	6:59 AM	DY301TVFLH	\$475.00		1
65	WFLA	Today Show	657-9a								
					to 10/02/16	1x	F		A		
	WFLA			F	09/30/16	:30	8:47 AM	DY301TVFLH	\$475.00		1
66	WFLA	Today Show 2	9-10a								
	\A/=! A				to 10/02/16	1x	M		#4.005.00		
	WFLA			М	09/26/16	:30	9:56 AM	DY301TVFLH	\$1,325.00		1
67	WFLA	Today Show 2	9-10a	00/00/:-			_				
	\A/=! A				to 10/02/16	1x	-T		\$4.005.00		
	WFLA			Tu	09/27/16	:30	9:26 AM	DY301TVFLH	\$1,325.00		1
68	WFLA	Today Show 2	9-10a								



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68	WFLA	Today Show 2	9-10a				_		<u>.</u>		
					to 10/02/16	1x	W				
	WFLA			W	09/28/16	:30	9:30 AM	DY301TVFLH	\$1,325.00		1
69	WFLA	Today Show 2	9-10a								
					to 10/02/16	1x	T				
	WFLA			Th	09/29/16	:30	9:27 AM	DY301TVFLH	\$1,325.00		1
70	WFLA	Today Show 2	9-10a								
					to 10/02/16	1x	F				
	WFLA			F	09/30/16	:30	9:30 AM	DY301TVFLH	\$1,325.00		1
71	WFLA	Local 6p News	6-630p								
					to 10/02/16	1x	M				
	WFLA			М	09/26/16	:30	6:12 PM	DY301TVFLH	\$700.00		1
72	WFLA	Local 6p News	6-630p								
					to 10/02/16	1x	W				
	WFLA			W	09/28/16	:30	6:25 PM	DY301TVFLH	\$700.00		1
73	WFLA	Local 6p News	6-630p								
					to 10/02/16	1x	F		•		
	WFLA			F	09/30/16	:30	6:13 PM	DY301TVFLH	\$700.00		1
78	WFLA	Local 7p News	7-730p								
					to 10/02/16	1x	W		44.000.00		
	WFLA			W	09/28/16	:30	7:26 PM	DY301TVFLH	\$1,260.00		1
79	WFLA	Local 7p News	7-730p								
					to 10/02/16	1x	F		A		
	WFLA			F	09/30/16	:30	7:24 PM	DY301TVFLH	\$1,260.00		1
81	WFLA	Late News M-Su	M-Su	00/00/:-			_				
	\A/E/ A				to 10/02/16	1x	T		***		
	WFLA			Th	09/29/16	:30	11:23 PM	DY301TVFLH	\$685.00		1
84	WFLA	Today Show Su	8-9a								



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
84	WFLA	Today Show Su	8-9a	•	•	•	•	•	•		
					o 10/02/16	1x	S				
	WFLA			Su	10/02/16	:30	8:55 AM	FRSCC100TVFLH	\$850.00		1
85	WFLA	Local Su 9a News	9-10a								
					o 10/02/16	1x	S				
	WFLA			Su	10/02/16	:30	9:47 AM	FRSCC100TVFLH	\$130.00		1
86	WFLA	Su 6p News	6-630p								
				09/26/16 t	o 10/02/16	1x	S				
	WFLA			Su	10/02/16	:30	6:00 PM	FRSCC100TVFLH	\$850.00		1
87	WFLA	NFL Reg Season FB	NFL Reg Season FB								
					o 10/02/16	1x	S		40.000.00		
	WFLA			Su	10/02/16	:30	10:57 PM	FRSCC100TVFLH	\$8,000.00		1
88	WFLA	Thur 10p Blacklist	10-11p								
	\A/EL A			09/26/16 t	o 10/02/16	1x	T	5) (201=) (5)	Φ4.4.000.00		
	WFLA	0.11	0 4400 4	ın	09/29/16	:30	10:09 PM	DY301TVFLH	\$14,300.00		3
91	WFLA	SNL	Sa 1130p-1a	00/00/404	- 40/00/40	4					
	WFLA			Sa	0 10/02/16 10/01/16	1x :30	S- 12:55 AM	FRSCC100TVFLH	\$515.00		
92	WFLA	Local News @ 6a	558-7a	Sa	10/01/16	.30	12.55 AW	FRSCCIOUIVFLH	фэ 1 э. 0 0		Į.
92	WFLA	Local News @ 6a	550-7a	10/00/16+	o 10/09/16	1,,	-T				
	WFLA			Tu	10/04/16	1x :30	6:29 AM	FRSCC100TVFLH	\$800.00		1
93	WFLA	Local News @ 6a	558-7a	Tu	10/04/10	.50	0.23 AW	TRSCCIOOTVI LII	φουο.υυ		
93	WILA	Local News @ oa	550-1 a	10/02/16+	o 10/09/16	1x	W				
	WFLA			W	10/05/16	:30	6:21 AM	FRSCC100TVFLH	\$800.00		1
95	WFLA	Today Show	657-9a	•••	10/00/10	.00	0.217.00	TROCCIOOTVI EII	φοσο.σο		•
55	*** LA	roday onow	30. 0 0	10/03/16 t	o 10/09/16	2x	-T				
	WFLA			Tu	10/04/16	:30	8:27 AM	FRSCC100TVFLH	\$1,400.00		2
	WFLA			Tu	10/04/16	:30	8:45 AM	FRSCC100TVFLH	\$1,400.00		1



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96	WFLA	Today Show	657-9a				_				
				10/03/16 to		2x	W				
	WFLA			W	10/05/16	:30	7:29 AM	FRSCC100TVFLH	\$1,400.00		1
	WFLA			W	10/05/16	:30	8:38 AM	FRSCC100TVFLH	\$1,400.00		2
97	WFLA	Today Show 2	9-10a								
				10/03/16 to		1x	M				
	WFLA			M	10/03/16	:30	9:54 AM	FRSCC100TVFLH	\$1,325.00		1
98	WFLA	Today Show 2	9-10a								
				10/03/16 to		1x	-T				
	WFLA			Tu	10/04/16	:30	9:29 AM	FRSCC100TVFLH	\$1,325.00		1
99	WFLA	Today Show 2	9-10a								
				10/03/16 to	10/09/16	1x	W				
	WFLA			W	10/05/16	:30	9:53 AM	FRSCC100TVFLH	\$1,325.00		1
100	WFLA	Local 6p News	6-630p								
				10/03/16 to	10/09/16	1x	-T				
	WFLA			Tu	10/04/16	:30	6:09 PM	FRSCC100TVFLH	\$2,450.00		1
103	WFLA	Local 7p News	7-730p								
				10/03/16 to	10/09/16	1x	-T				
	WFLA			Tu	10/04/16	:30	7:17 PM	FRSCC100TVFLH	\$1,350.00		1
104	WFLA	Local 7p News	7-730p								
				10/03/16 to	10/09/16	1x	W				
	WFLA			W	10/05/16	:30	7:09 PM	FRSCC100TVFLH	\$1,350.00		1
105	WFLA	Late News M-Su	M-Su								
				10/03/16 to	10/09/16	1x	-T				
	WFLA			Tu	10/04/16	:30	11:33 PM	FRSCC100TVFLH	\$700.00		1
109	WFLA	Local News @ 530a	530-558a								
		_		09/26/16 to	10/02/16	1x	F				
	WFLA			F	09/30/16	:30	5:44 AM	DY301TVFLH	\$125.00		1



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
110	WFLA	Local News @ 11a	Local News @ 11a								
				09/26/16 to	10/02/16	1x	F				
	WFLA			F	09/30/16	:30	11:29 AM	DY301TVFLH	\$50.00		1

Aired Spots 39

<u>Gross Total</u> **\$56,750.00**

Agency Commission \$8,512.50

Net Amount Due \$48,237.50 Payment Terms 30 Days